

**FUNCTIONAL SUPPORT PLAN for  
FORT MONROE SPECIAL EVENTS**

**FY04**

**GOAL 1:** Increase revenue/participation generating Special Events offered at Fort Monroe.

**STRATEGY:** Identify potential new revenue and participation generating Special Events by bench marketing other events offered at surrounding areas in Hampton Roads.

**LONG TERM OBJECTIVE:** Increase bottom line revenue and participation at new and existing Special Events offered Post Wide and the Bay Breeze Community Center. Continuous revision of existing Special Events programs offered making determination what programs to continue or eliminate, this will be both a Long and Short term objective.

**SHORT TERM OBJECTIVES:**

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| 1. Develop a comprehensive and trendy 2004 Special Event Calendar of Events  | Done. October 2003  |
| 2. Identify and survey target market of special events goes to provide events in demand and to use in new creation of events for FY05. | Surveys will be done at on-going programs, events and c Concerts. |
| 3. Develop new 2005 Calendar of Events.  | October 04.   |

**LONG TERM OBJECTIVE** Create 2005 Fall Festival in partnership with all MWR programs, to include local civilian and partners in Hampton Roads. May 2005

**SHORT TERM OBJECTIVES:**

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| 1. Develop new events/classes offered at the Bay Breeze Community Center.  | September 2004     |
| 2. Identify potential and trendy concept/programs surveying local market and current Park and Recreation programs,   | Will keep ongoing. |
| 3. Work closely with VFEA and HRFEA to program a non-conflicting Calendar of Special Events offered in Hampton Roads. This will be a Short and Long term objective and goal, and will keep ongoing when planning a new calendar. |                    |

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[www.monroemwr.com/special\\_events.htm](http://www.monroemwr.com/special_events.htm)